



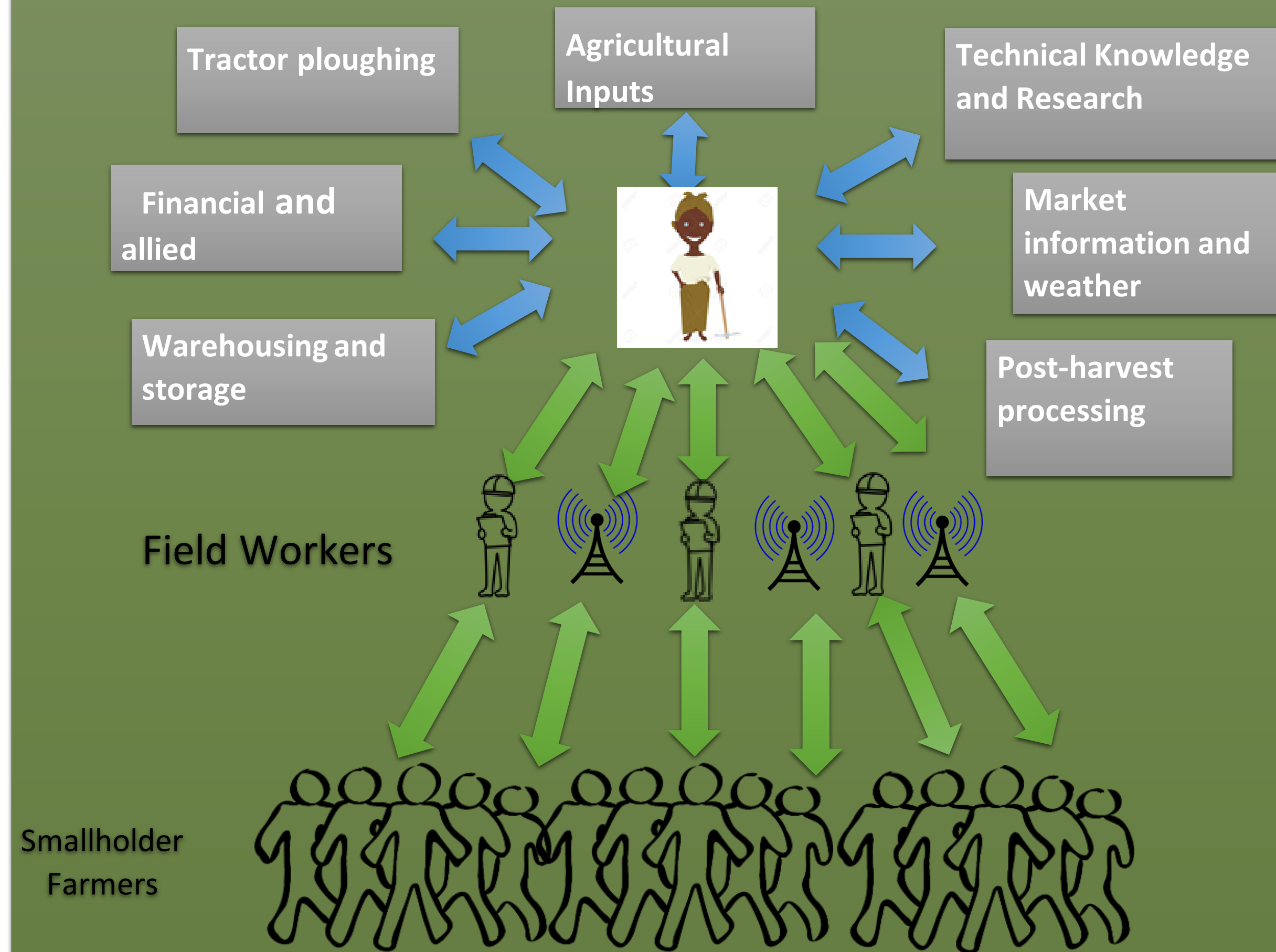
Scaling Up AgroTech: Policy and Financial Implications (AgroTech SmartEx)



Outline of presentation

- Refined AgroTech Model
- Policy and financial implications for
 - Business model
 - Content
 - Delivery channel
- Agricultural “Extension” in 2025

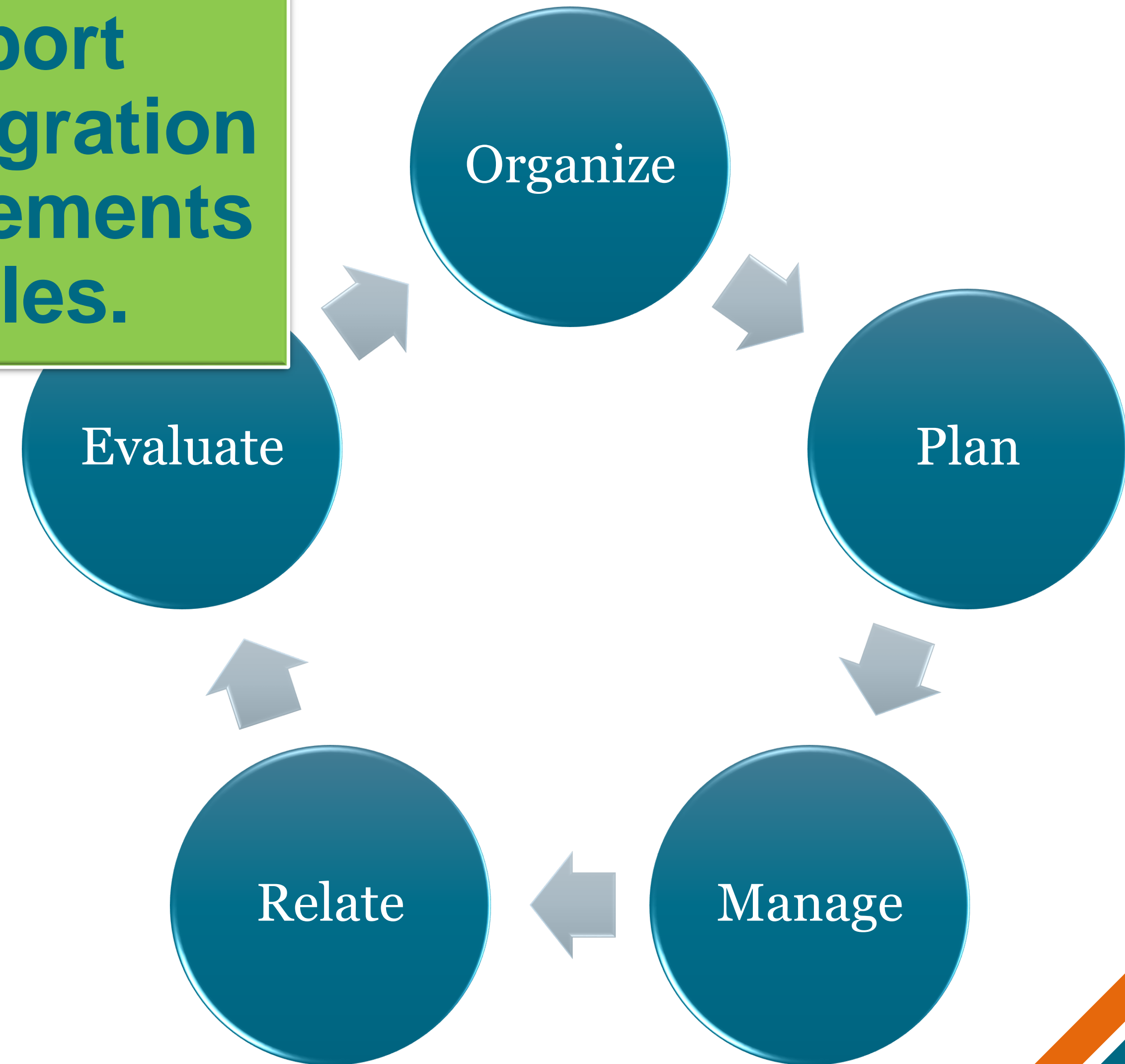
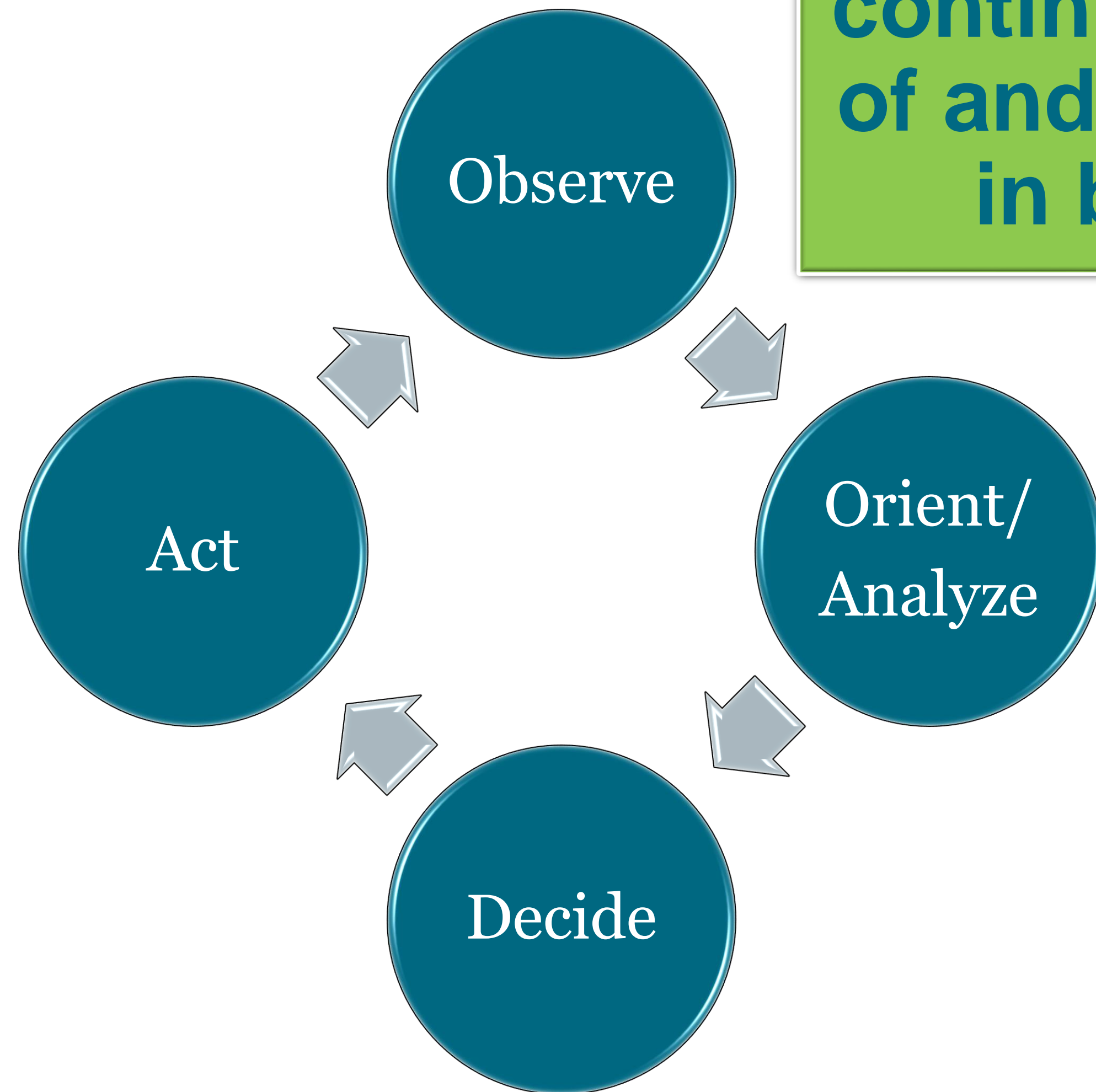
Delivery Model : Content and Services



GOOD DECISION MAKING BY SMALLHOLDERS

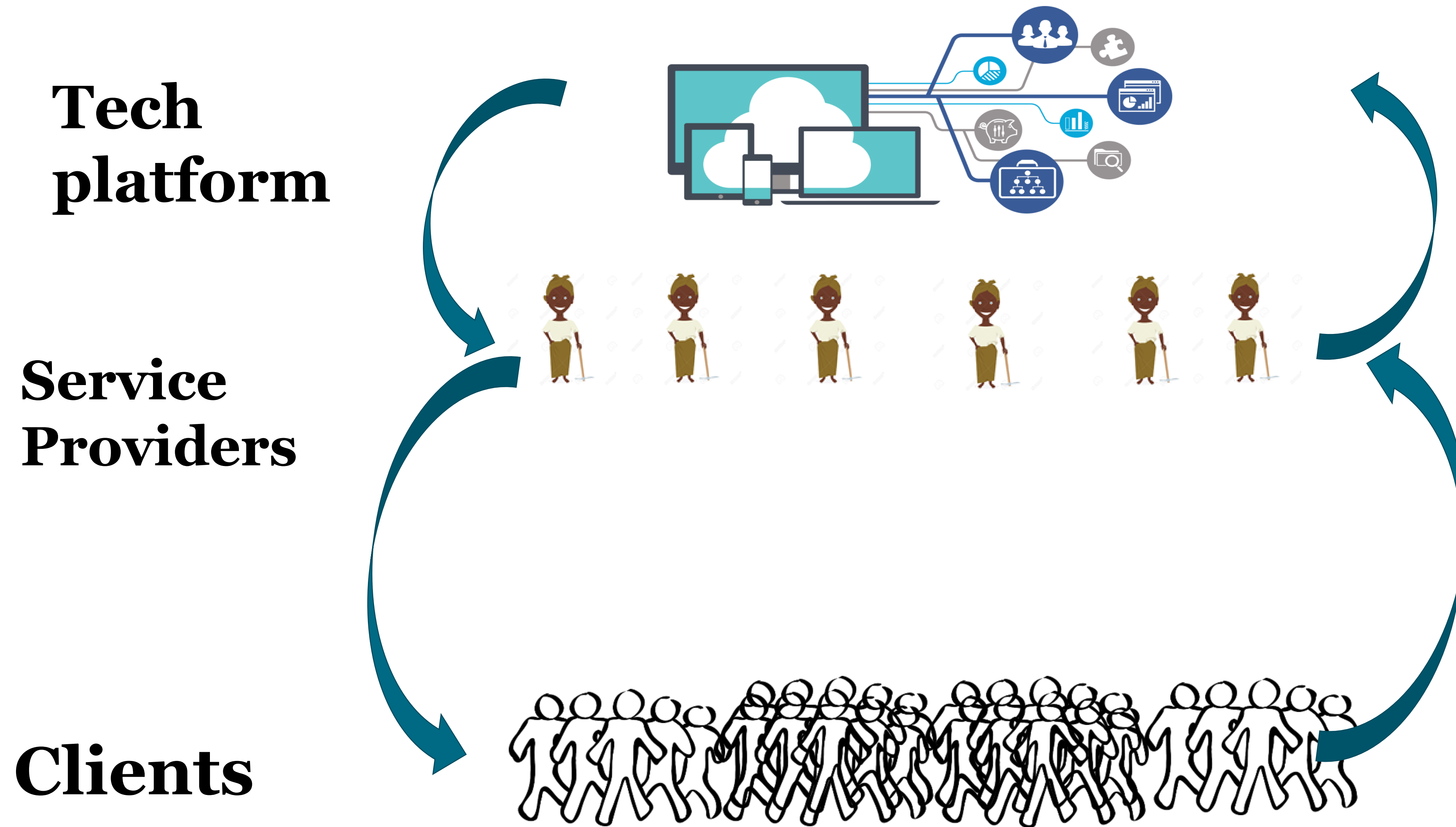
PRODUCTIVE MANAGEMENT OF SMALLHOLDERS

**ICT to support
continued integration
of and improvements
in both cycles.**



**Financial and Policy
Implications of scale-up
–Tech platform**

Basic requirements of a modern extension system



Technology platform-Business model

		INVESTMENT FUNDING	
		PUBLIC	PRIVATE
DELIVERY	PUBLIC	Master Platform?	
	PRIVATE	*ESOKO under PFJ E-Agriculture (World Bank WAAPP[PREPEEZE] Master Platform?	<u>AgroTech</u> ESOKO MFARMS Others

Tech Platform requirements (1)

AgroTech Integrated Platform functions

1. Maintain and update/upgrade mobile software
2. Establishment of IVR and feedback system in key community radio stations
3. Production of multimedia content
 - a. Online/Tablet-based
 - b. Interactive Radio
 - c. TV
 - d. Hard copy
4. Buys space on appropriate community radio stations
5. Provides publicity for OB clients

AgroTech Integrated Platform

- Costs : Approximately US\$250,000 annually

6 Key staff

2 call center attendants

Platform Software licenses

Cloud storage (database) Subscription

Airtime

Rent

Utilities

Miscellaneous

Revenue streams

Sponsorships

Advertisements placement

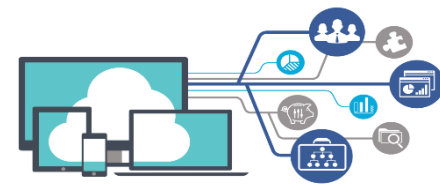
Subscriptions

“Master Platform”

ICT platform



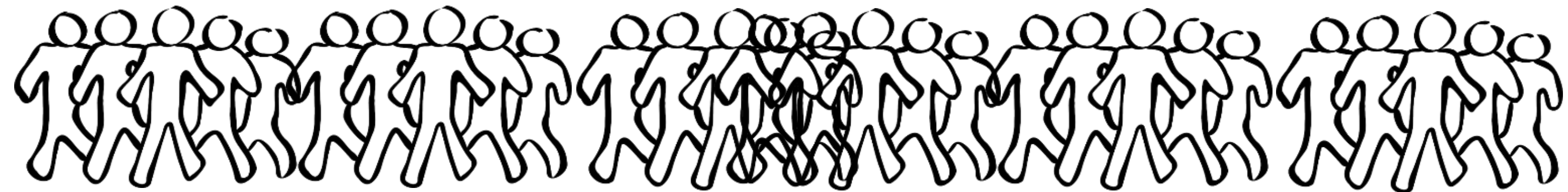
**Registered
Technology
Service Providers**




**Registered Business
Service Providers**



Clients



Tech Platform requirements (2)


- Main Platform Funded by Public funds
 - Could be part of Directorate for Policy Planning Monitoring and Evaluation (PPMED) MIS software
 - Accountability is improved especially for subsidy Program
 - Registration on platform entitles SP to attend to OBs on behalf of Government.
 - Registered TSPs have own application but provide platform with minimum data set for planning.
 - TSPs can provide service to Outgrower Businesses outside the platform
 - Registered OBs or Business Service providers are required to provide minimum service standards.
 - MOFA district offices can register as Business Service providers with support of assemblies
- 

**Financial and Policy
Implications of scale-up
–Delivery models**

Delivery Models- Business and Advisory Services

		INVESTMENT FUNDING	
		PUBLIC	PRIVATE
DELIVERY	PUBLIC	Government subsidies through MoFA	
	PRIVATE	1. Subsidies through Outgrower businesses 2. Consultants	Outgrower Businesses

Business Service Delivery requirements for scaling

- Dominant Role of Public service.
 - End Market stability and sustainability
 - Regulation for Innovation and product differentiation
 - Provision of input credit improves profitability
 - Financial guarantees
 - Embedded (innovative) and regulate technical advisory
 - Target productivity
 - Engagement Model (Savings group)
 - Entrepreneurial and business practice.
- 

Agricultural “extension” 2025

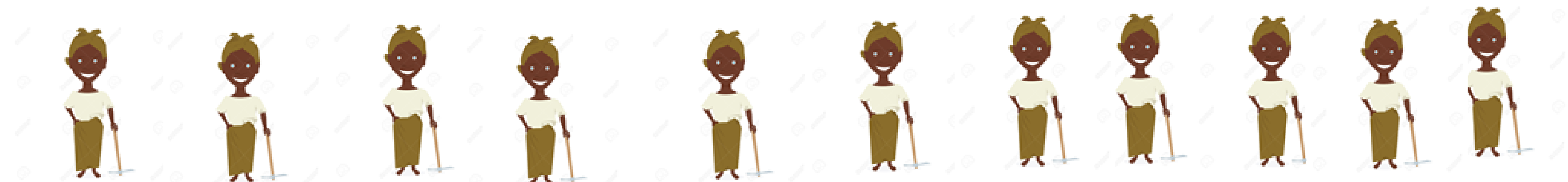
ICT platform



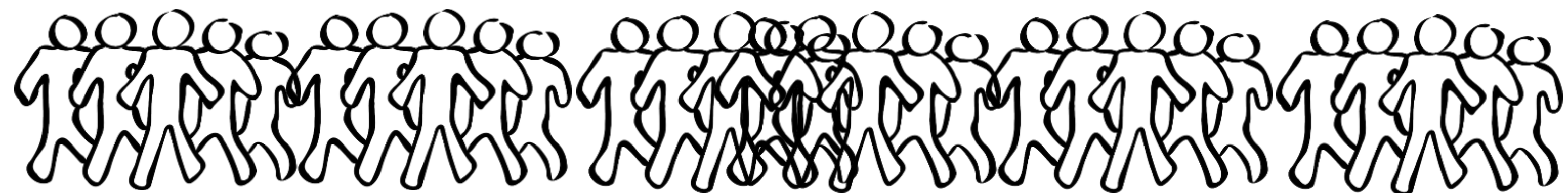
Registered
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Registered Business
Service Providers



Clients





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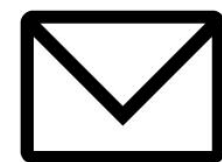
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